



To: Kat Madru / Entercom P.S.A. Director & Jill Christl / Executive Assistant
Fr: Sharelle Martin – Entercom Promotion Assistant
Re: KDND 2nd Quarter PSA Activities April, May, June 2010
Date: July 6, 2010

Here is a report of the KDND Public Service activities for the 2nd Quarter of 2010:

- KDND donated \$1,500 in April to El Camino Fundamental High School's KYDS 91.5 to help the school pay their FCC fine, without the money the school would have lost the chance for their students to enjoy learning about radio and television. The schools non-profit ID # is 94-6002533.
- On April 7th KDND participated in a Pink-A-Live event to raise awareness and funds for the Susan G Komen Breast Cancer Foundation. The event lasted from 10pm – 12am where KDND invited and drew crowds in to attend the party!
- April 21st KDND participated in a Car Seat Safety event at Cal Expo with the CHP and News 10 from 7am – Noon. The event helped change or properly install over 120 child safety seats with the aid of KDND.
- KDND participated in an Earth Day clean-up effort at Global Youth Charter High School on April 24th. KDND staff provided music and helping along with the clean-up and beautification of the school from 2pm – 5pm that day.
- KDND participated in a Pint for a Pint event on May 3rd at Sacramento State University. In conjunction with Blood Source blood banks KDND helped education students about blood donation and played music for students while they were giving blood.
- KDND participated in a Mind Your Health Fair on May 5th which taught students about suicide prevention. KDND played music as well as helped distribute resource information and entertained the students during their lunch breaks from 11:45a – 1:15p at Folsom High School.
- KDND supported the Susan G Komen Race for the Cure which took place on May 8th. Starting on March 20th KDND supported the event by running 60+ live or pre-recorded mentions of the event also with 250 promotional announcements on the streaming feed on endonline.com. Also on endonline.com was a rotating banner which ran from March 20th – May 8th. KDND also dedicated a 30 min Public File interview with Kat Maudru. On May 8th KDND attended the event from 7am – 10am and played music for participants along the race path!

- KDND participated in a DMV Appreciation Day on May 13th at the DMV location on First Ave in Sacramento. From 11:30am – 1:30pm KDND played music and gave away prizes to guests attending the event.
- KDND participated in a play day on May 21st at Antelope High School from 12:15pm – 2:35pm where they played music and interacted with students during their lunch break.
- KDND participated in a BBQ Fundraiser day at the Children's Receiving Home in Sacramento on May 22nd from 11am – 1pm. While at the BBQ KDND donated raffle prizes, played music, and interacted with the kids.
- KDND participated in a charity run at Granite Bay High School on May 23rd from 7am – 10am. While at the event KDND gave away movie passes and kept the runners hydrated with samples of Mountain Dew!
- KDND participated in an Open House/ Carnival on May 26th for Atkins Youth Services, a special needs school in Sacramento. KDND played music and entertained guests from 11am – 2pm.
- KDND participated in a Day on the Green event held on May 28th from 12:30pm – 3:00pm at Woodland High School in Woodland. The station played music and entertaining the kids while playing fun games and handing out prizes!
- On May 28th KDND also attended an End of School Party at Hagginwood Elementary School from 1:30pm – 3:00pm. Orphan Andrew attended and entertained the kids as KDND played music and handed out prizes.